

PLNU GRAPHIC DESIGN PORTFOLIO PREP COURSE

ART 469 SPRING 2012 FRIDAY 8AM-9:30AM MAELIN LEVINE

CLASS MEETS: Friday from 8am-9:30am in Mac Lab

MAELIN LEVINE

Office Hours by appointment in Mac Lab, Tues/Thurs 6-6:30pm

Office phone: 619.233.9633 x 105

Office email: maelinl@visualasylum.com

PLNU email: mlevine@plnu.edu

PORTFOLIO PREP 469

Designed as an extension of work begun in Art 468, including; preparing a professional portfolio utilizing the skills and projects acquired in previous graphic design courses. Students will create an original portfolio and develop a system for presenting their work. The portfolio will be used to obtain employment or to go onto further education. Students will be required to present their finished portfolio to department faculty and advisors for feedback.

COURSE OBJECTIVES

Apply the skills and knowledge acquired in areas of layout, typography, logo, packaging and computer illustration to create a finished work to be included in a professional portfolio. This semester is about both continuing to build pieces to go into the portfolio, as well as designing the portfolio book. I encourage you to participate in the end of year Graphic Design Portfolio Event at PLNU as well as the AIGA San Diego Portfolio review in May 2011.

TEXTBOOKS

1. Survival Writing by Claire Scrivener
2. 13th Edition Handbook of Pricing & Ethical Guidelines by The Graphic Artist Guild

DAILY PLANNER & TO DO LIST

These can be purchased at an office supply store and are required for class.

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SCHEDULE

Week 1-7

Projects 7-10, balance of logos

Portfolio Building --- working on content to go into the portfolio

WEEK 7

Introduction to the book

Portfolio Theme

Portfolio Grid Rough Content Layout

WEEK 8

Portfolio Grid Refined Content Layout

WEEK 9-10

Photography of products

Rough Layout of entire book

WEEK 11-13

Tight layouts of the entire book

WEEKS 14-15

Printing/Fabrication Process

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RESOURCES

We will be adding to this list as we acquire more information

GOLDEN RULE BINDERY, INC.

242 Bingham Drive, Suite 101

San Marcos, CA 92069

(760) 471-4331

Email: grbisales@abac.com

WESTERN.BOOKBINDING.CO.

3457 Euclid Ave

San Diego, CA 92105

619-521-0348

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3138 5th Avenue

San Diego, CA 92103

Phone: 619.819.9347 (local)

Toll-Free: 877.775.8463

Fax: 619.393.0351

BLOGS & WEBSITES

<http://www.blurb.com/proline>

<http://www.stepinsidedesign.com/STEP/Article/28805/index.html>

www.sandiegobookarts.com/

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January 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
					<ul style="list-style-type: none"> ● LOGO #7 Rough ● Project #7 Roughs 	
15	16	17	18	19	20	21
				<ul style="list-style-type: none"> ● Project #7 Refined ● LOGO #7 FINAL ● Project #8 Roughs 		
22	23	24	25	26	27	28
	<ul style="list-style-type: none"> ● JILL-PAPER SEMINAR 			<ul style="list-style-type: none"> ● LOGO #8 Rough ● Project #8 Refined ● Project #7 Final 		
29	30	31	1	2	3	4
				<ul style="list-style-type: none"> ● LOGO #8 FINAL ● Project #9 Roughs ● Project #8 Final 		

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February 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
					<ul style="list-style-type: none"> ● Project #9 Roughs ● Project #8 Final ● LOGO #8 FINAL 	
5	6	7	8	9	10	11
					<ul style="list-style-type: none"> ● Project #9 Refined ● Project #10 Rroughs ● LOGO #9 Rough 	
12	13	14	15	16	17	18
					<ul style="list-style-type: none"> ● Project #9 Final ● Project #10 Refined ● LOGO #9 FINAL 	
19	20	21	22	23	24	25
					<ul style="list-style-type: none"> ● Project #10 Final ● LOGO #10 Rough ● Portfolio Theme Due ● Portfolio Size, Grid 	
26	27	28	29	1	2	3
					<ul style="list-style-type: none"> ● LOGO #10 FINAL ● Refined Portfolio Content Layout/Grid 	

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March 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	1	2	3
					<ul style="list-style-type: none"> ● Refined Portfolio Content Layout/Grid ● LOGO #10 FINAL 	
4	5	6	7	8	9	10
					<ul style="list-style-type: none"> ● Photography of Products ● Layout Refinement 	
11	12	13	14	15	16	17
					<ul style="list-style-type: none"> ● Rough Layout of the entire book ● Photography of Products 	
18	19	20	21	22	23	24
					<ul style="list-style-type: none"> ● Tight Layout of the entire book 	
25	26	27	28	29	30	31
					<ul style="list-style-type: none"> ● Tight Layout of the entire book 	

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April 2012						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6 ● FINAL LAYOUT OF ENTIRE BOOK	7
8	9	10	11	12	13 ● PRINTING PROCESS	14
15	16	17	18	19	20 ● PRINTING/FABRICATION	21
22	23 ● PLNU PORTFOLIO REVIEW EVENT	24	25	26	27 ● Field Trip	28
29	30	1	2	3 ● Field Trip	4	5

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COMMITMENT CONTRACT

This is not a dress rehearsal. Your life is here. You must demonstrate standards of business sophistication and aesthetic savvy. To have a successful career-talent alone is not enough. You must have passion, ambition and commitment to want to do your personal best. You must be informed about your chosen career and the world at large. The portfolio is the most important expression of who you are and what you want to be. It is the visual expression and psychological shorthand that must tell your unique story. What you are making is the visual embodiment of you.

Portfolio is the single most anxiety producing element and the most critical part of your job search. I encourage you, if possible this year to focus on this effort, try not to take on outside jobs, volunteer for anything else! **ARE YOU READY TO STEP UP TO THE PLATE?**

- I agree to join and participate in the AIGA/San Diego Chapter PLNU Student Group
- I agree to commit at least 15-20 hours per week to this class
- I agree to have a collaborative, open minded attitude
- I look forward to working in and with a team
- I promise not to create projects without input and support of the team
- I will attend all regular class meetings as well as any additional field trips and meet outside class with my team or buddy
- I will read 5-10 current Graphic Design and Business Magazines
Print, How, Step, Communication Arts, Harvard Biz Review, Fast Company
- I will contribute to the class blog weekly
- I will put in a 100%+ effort into the class, no excuses, no whining, no complaining, just an all out effort!

Signature

Date

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PORTFOLIO WORK REVIEW

STUDENT NAME _____

#1 PROJECT DESCRIPTION _____

#2 PROJECT DESCRIPTION _____

#3 PROJECT DESCRIPTION _____

#4 PROJECT DESCRIPTION _____

#5 PROJECT DESCRIPTION _____

#6 PROJECT DESCRIPTION _____

#7 PROJECT DESCRIPTION _____

#8 PROJECT DESCRIPTION _____

#9 PROJECT DESCRIPTION _____

#10 PROJECT DESCRIPTION _____

#10 PROJECT DESCRIPTION _____

#12 PROJECT DESCRIPTION _____